

1 receiving an audio recording via the Internet;  
2 storing said audio recording;  
3 transferring said audio recording to an Internet access location;  
4 receiving an audio response message via the Internet; and  
5 transferring said audio response message to an Internet access location;  
6 wherein said audio recording is received from an advertiser; and wherein said audio  
7 recording describes an item or person available through said system.  
8

9 4. A method for providing an Internet based advertising system according to claim 3,  
10 wherein said method further comprises:

11 placing said audio recording via the Internet;  
12 wherein said placing is performed by said advertiser.  
13

14 5. A method for providing an Internet based advertising system according to claim 3,  
15 wherein said method further comprises:

16 playing said audio recording via the Internet.  
17

18 6. A method for providing an Internet based advertising system according to claim 3,  
19 wherein said method further comprises:

20 sending said audio response message via the Internet.  
21

22 7. A method for providing an Internet based advertising system according to claim 3,  
23 wherein said audio recording comprises the greeting of a personal advertisement.

1 8. A method for providing an Internet based advertising system according to claim 3,  
2 wherein the Internet access location of said audio recording or of said audio response message  
3 comprises a web site.

4  
5 9. A method for providing an Internet based advertising system according to claim 3,  
6 wherein the Internet access location of said audio recording or of said audio response message  
7 comprises an e-mail account.

8  
9 10. A method for providing an Internet based advertising system according to claim 3,  
10 wherein said method further comprises:

11 retrieving said audio response message via the Internet.  
12

13 11. A method for providing an Internet based advertising system according to claim 3,  
14 wherein said method further comprises:

15 inputting of data.  
16

17 12. A method for providing an Internet based advertising system according to claim 3,  
18 wherein said method further comprises:

19 charging a user.  
20

21 13. A method for providing an Internet based advertising system according to claim 3,  
22 wherein said method further comprises:

23 isolating a subset of a plurality of said audio recordings;

1 wherein said subset may contain elements other than said audio recordings.

2  
3 14. A method for providing an Internet based advertising system according to claim 3,  
4 wherein said method further comprises:

5 reviewing said audio recording for appropriate content.

6  
7 15. A method for providing an Internet based advertising system according to claim 3,  
8 wherein said method further comprises:

9 placing a text advertisement; and

10 publishing said text advertisement;

11 wherein said placing is performed by said advertiser; and wherein said text advertisement  
12 is associated with said audio recording. *(D)*

*B1*  
*Cont*  
13  
14 16. A method for providing an Internet based advertising system comprising the steps of:

15 receiving a video recording via the Internet;

16 storing said video recording;

17 transferring said video recording to an Internet access location;

18 receiving a response message via the Internet; and

19 transferring said response message to an Internet access location;

20 wherein said video recording is received from an advertiser; and wherein said video  
21 recording is of an item or person available through said system.

22  
23 17. A method for providing an Internet based advertising system according to claim 16,

1 wherein said method further comprises

2 placing said video recording via the Internet;

3 wherein said placing is performed by said advertiser.

5 18. A method for providing an Internet based advertising system according to claim 16,

6 wherein said method further comprises:

7 playing said video recording via the Internet.

9 19. A method for providing an Internet based advertising system according to claim 18,

10 wherein said method further comprises:

11 sending said response message via the Internet.

13 20. A method for providing an Internet based advertising system according to claim 16,

14 wherein said video recording comprises the greeting of a personal advertisement.

16 21. A method for providing an Internet based advertising system according to claim 16,

17 wherein said response message comprises audio.

19 22. A method for providing an Internet based advertising system according to claim 16,

20 wherein said response message comprises video.

22 23. A method for providing an Internet based advertising system according to claim 16,

23 wherein said response message comprises text.

1 24. A method for providing an Internet based advertising system according to claim 16,  
2 wherein the Internet access location of said video recording or of said response message  
3 comprises a web site.  
4

5 25. A method for providing an Internet based advertising system according to claim 16,  
6 wherein the Internet access location of said video recording or of said response message  
7 comprises an e-mail account.  
8

9 26. A method for providing an Internet based advertising system according to claim 16,  
10 wherein said method further comprises:  
11 retrieving said response message via the Internet.  
12

13 27. A method for providing an Internet based advertising system according to claim 16,  
14 wherein said method further comprises:  
15 inputting of data.  
16

17 28. A method for providing an Internet based advertising system according to claim 16,  
18 wherein said method further comprises:  
19 charging a user.  
20

21 29. A method for providing an Internet based advertising system according to claim 16,  
22 wherein said method further comprises:  
23 isolating a subset of a plurality of said video recordings;

1 wherein said subset may contain elements other than said video recordings.

2  
3 30. A method for providing an Internet based advertising system according to claim 16,  
4 wherein said method further comprises:

5 reviewing said video recording for appropriate content.

6  
7 31. A method for providing an Internet based advertising system according to claim 16,  
8 wherein said method further comprises:

9 playing the audio track of said video recording via a telephone.

10  
11 32. A method for providing an Internet based advertising system according to claim 16,  
12 wherein said method further comprises:

13 sending a second response message via a telephone; and

14 transferring said second response message to an Internet access location.

15  
16 33. A method for providing an Internet based advertising system according to claim 16,  
17 wherein said method further comprises:

18 placing a text advertisement; and

19 publishing said text advertisement;

20 wherein said placing is performed by said advertiser; and wherein said text advertisement  
21 is associated with said video recording.

22  
23 34. A method for providing an Internet based advertising system comprising the steps of:

1 placing an advertisement;  
2 storing said advertisement;  
3 transferring said advertisement to an Internet access location;  
4 receiving an audio response message via the Internet; and  
5 transferring said audio response message to an Internet access location;  
6 wherein said audio response message comprises a response to said advertisement.  
7

8 35. A method for providing an Internet based advertising system according to claim 34,  
9 wherein said method further comprises:  
10 publishing said advertisement outside the Internet.  
11

12 36. A method for providing an Internet based advertising system according to claim 34,  
13 wherein said method further comprises:  
14 accessing said advertisement via the Internet.  
15

16 37. A method for providing an Internet based advertising system according to claim 34,  
17 wherein said method further comprises:  
18 sending said audio response message via the Internet.  
19

20 38. A method for providing an Internet based advertising system according to claim 34,  
21 wherein advertisement is a personal advertisement.  
22

23 39. A method for providing an Internet based advertising system according to claim 34,

1 wherein the Internet access location of said advertisement or of said audio response message  
2 comprises a web site.

3  
4 40. A method for providing an Internet based advertising system according to claim 34,  
5 wherein the Internet access location of said advertisement or of said audio response message  
6 comprises an e-mail account.

7  
8 41. A method for providing an Internet based advertising system according to claim 34,  
9 wherein said method further comprises:  
10 retrieving said audio response message via the Internet.

11  
12 42. A method for providing an Internet based advertising system according to claim 34,  
13 wherein said method further comprises: inputting of data.

14  
15 43. A method for providing an Internet based advertising system according to claim 34,  
16 wherein said method further comprises:  
17 charging a user.

18  
19 44. A method for providing an Internet based advertising system according to claim 34,  
20 wherein said method further comprises:  
21 isolating a subset of a plurality of said advertisements;  
22 wherein said subset may contain elements other than said advertisements.  
23



1 45. A method for providing an Internet based advertising system according to claim 34,  
2 wherein said method further comprises:

3 reviewing said advertisement for appropriate content.  
4

5 46. A method for providing an Internet based advertising system according to claim 34,  
6 wherein said method further comprises:

7 playing said advertisement via a telephone.  
8

9 47. A method for providing an Internet based advertising system according to claim 34,  
10 wherein said method further comprises:

11 sending a second audio response message via a telephone; and

12 transferring said second audio response message to an Internet access location.  
13

14 48. A method for providing an Internet based advertising system comprising the steps of:

15 placing an advertisement;

16 storing said advertisement;

17 transferring said advertisement to an Internet access location;

18 receiving a video response message via the Internet; and

19 transferring said video response message to an Internet access location;

20 wherein said video response message comprises a response to said advertisement.  
21

22 49. A method for providing an Internet based advertising system according to claim 48,  
23 wherein said method further comprises:

1 publishing said advertisement outside the Internet.

2  
3 50. A method for providing an Internet based advertising system according to claim 48,  
4 wherein said method further comprises:

5 accessing said advertisement via the Internet.

6  
7 51. A method for providing an Internet based advertising system according to claim 48,  
8 wherein said method further comprises:

9 sending said video response message via the Internet.

10  
11 52. A method for providing an Internet based advertising system according to claim 48,  
12 wherein advertisement is a personal advertisement.

13  
14 53. A method for providing an Internet based advertising system according to claim 48,  
15 wherein the Internet access location of said advertisement or of said video response message  
16 comprises a web site.

17  
18 54. A method for providing an Internet based advertising system according to claim 48,  
19 wherein the Internet access location of said advertisement or of said video response message  
20 comprises an e-mail account.

21  
22 55. A method for providing an Internet based advertising system according to claim 48,  
23 wherein said method further comprises:

1 retrieving said video response message via the Internet.

2  
3 56. A method for providing an Internet based advertising system according to claim 48,  
4 wherein said method further comprises:

5 inputting of data.

6  
7 57. A method for providing an Internet based advertising system according to claim 48,  
8 wherein said method further comprises:

9 charging a user.

10  
11 58. A method for providing an Internet based advertising system according to claim 48,  
12 wherein said method further comprises:

13 isolating a subset of a plurality of said advertisements;

14 wherein said subset may contain elements other than said advertisements.

15  
16 59. A method for providing an Internet based advertising system according to claim 48,  
17 wherein said method further comprises:

18 reviewing said advertisement for appropriate content.

19  
20 60. A method for providing an Internet based advertising system according to claim 48,  
21 wherein said method further comprises:

22 playing said advertisement via a telephone.

1 61. A method for providing an Internet based advertising system according to claim 48,  
2 wherein said method further comprises:

3 sending an audio response message via a telephone; and  
4 transferring said audio response message to an Internet access location.  
5

6 62. An apparatus for a computer based advertising system, said apparatus:

7 a means for placing an advertisement;  
8 a digital information storage device;  
9 a publishing means;  
10 a means for storing an audio recording via the Internet; and  
11 a means for outputting said audio recording via the Internet;

12 wherein said audio recording is associated with said advertisement; wherein said digital  
13 information storage device stores said advertisement as digital information; and wherein said  
14 publishing means formats said digital information for publication.  
15

16 63. An apparatus for a computer based advertising system as defined in claim 62, wherein said  
17 apparatus also comprises a means for sending an audio response via the Internet which can be  
18 retrieved via the Internet.  
19

20 64. An apparatus for a computer based advertising system as defined in claim 62, wherein said  
21 apparatus also comprises a means for sending a text response via the Internet which can be  
22 retrieved via the Internet.  
23

1 65. An apparatus for a computer based advertising system as defined in claim 62, wherein said  
2 apparatus also comprises a means for sending a video response via the Internet which can be  
3 retrieved via the Internet.

4  
5 66. An apparatus for a computer based advertising system as defined in claim 62, wherein said  
6 apparatus also comprises a means for sending a response via a telephone which can be retrieved  
7 via the Internet.

8  
9 67. An apparatus for a computer based advertising system as defined in claim 62, wherein said  
10 apparatus also comprises a means for sending a response via a first telephone which can be  
11 retrieved via a second telephone.

12  
13 68. An apparatus for a computer based advertising system as defined in claim 62, wherein said  
14 apparatus also comprises a means for sending a response via the Internet which can be retrieved  
15 via a telephone.

16  
17 69. An apparatus for a computer based advertising system, said apparatus:

18 a means for placing an advertisement;

19 a digital information storage device;

20 a publishing means;

21 a means for storing a video recording via the Internet; and

22 a means for outputting said video recording via the Internet;

23 wherein said video recording is associated with said advertisement; wherein said digital

1 information storage device stores said advertisement as digital information; and wherein said  
2 publishing means formats said digital information for publication.

3  
4 70. An apparatus for a computer based advertising system as defined in claim 69, wherein  
5 said apparatus also comprises a means for sending an audio response via the Internet which can  
6 be retrieved via the Internet.

7  
8 71. An apparatus for a computer based advertising system as defined in claim 69, wherein said  
9 apparatus also comprises a means for sending a text response via the Internet which can be  
10 retrieved via the Internet.

B1  
11  
12 72. An apparatus for a computer based advertising system as defined in claim 69, wherein said  
13 apparatus also comprises a means for sending a video response via the Internet which can be  
14 retrieved via the Internet.

15  
16 73. An apparatus for a computer based advertising system as defined in claim 69, wherein said  
17 apparatus also comprises a means for sending a response via a telephone which can be retrieved  
18 via the Internet.

19  
20 74. An apparatus for a computer based advertising system as defined in claim 69, wherein said  
21 apparatus also comprises a means for sending a response via a first telephone which can be  
22 retrieved via a second telephone.

1 75. An apparatus for a computer based advertising system as defined in claim 69, wherein said  
2 apparatus also comprises a means for sending a response via the Internet which can be retrieved  
3 via a telephone.  
4

5 76. An apparatus for a computer based advertising system as defined in claim 69, wherein said  
6 apparatus also comprises a means for playing the audio track of said video recording via a  
7 telephone.  
8

9 77. A computer based advertising system for use with the Internet including remote terminals  
10 for advertisers and users, wherein said remote terminals may comprise a personal computer, said  
11 computer based advertising system comprising:

12 means for placing an audio recording via the Internet;

13 means for storing said audio recording;

14 means for playing said audio recording via the Internet;

15 means for sending an audio response message via the Internet; and

16 means for retrieving said audio response message via the Internet;

17 wherein said audio recording describes an item or person available through said computer  
18 based advertising system.  
19

20 78. A computer based advertising system for use with the Internet including remote terminals for  
21 advertisers and users, wherein said remote terminals may comprise a personal computer, said  
22 computer based advertising system comprising:

23 means for placing a video recording via the Internet;

1 means for storing said video recording;

2 means for playing said video recording via the Internet;

3 means for sending a response message via the Internet; and

4 means for retrieving said response message via the Internet;

5 wherein said audio recording describes an item or person available through said computer  
6 based advertising system.

7  
8 79. A system according to claim 78 wherein said response message comprises audio.

9  
10 80. A system according to claim 78 wherein said response message comprises video.--

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